

OFFICE OF THE CHIEF INFORMATION OFFICER POLICY DIRECTIVE W-2

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Information Technology

NOAA Web Presence: Web Asset Management

NOTICE: This publication is available at: <http://www.ocio.noaa.gov>

OPR: OCIO

Certified by: CIO Council

Type of Issuance: FINAL

SUMMARY OF REVISIONS: None

1. Policy: Every CIO for a NOAA organization shall create a plan for the management of all web assets owned or managed by that NOAA organization and shall maintain the plan on an annual basis. This policy applies to all web assets, public and private. All Web Asset Management Plans shall address the following requirements:

a. Web content must support NOAA's mission - All content in NOAA's web presence shall support the NOAA mission; any other use is prohibited. The plan shall provide for a procedure to prevent posting of content in violation of this policy and to remove existing prohibited content.

b. Web content shall be organized to reflect NOAA's mission - The plan shall provide for organizing NOAA's web content in accordance with the Enterprise Architecture. Depending on the context of web site (see the Concept of Operations regarding "context"), the most effective content organization may be thematic, product-based, programmatic, or organizational.

c. Procedures for ensuring and maximizing the quality, objectivity, utility, and integrity of information prior to dissemination - The plan shall provide for procedures for ensuring and maximizing the quality, objectivity, utility, and integrity of information prior to dissemination by way of the organization's web presence. These procedures shall be coordinated with NOAA's process of complying with Section 515 of the Treasury and General Government Appropriations Act for FY2001.

d. Coordination with the Government Paperwork Elimination Act (GPEA) - The plan shall establish and maintain a table assigning content to GPEA transactions.

e. Safeguarding sensitive information in support of Homeland Defense - The plan shall provide for complying with all relevant statute, regulation, policy, or guidance.

2. Purpose and Authority: NOAA derives authority for this policy from NOAA Administrative Order (NAO) 212-14 section 4.01; from memorandum, dated March 19, 2002, from Andrew Card, Chief of Staff for the President of the United States; and, as an operating unit implementing the policies of the Department of Commerce.

3. Scope: This policy applies to any web asset owned or managed by a NOAA organization.
